

Transforming the payments experience for Coconino County, Arizona

How Value Payment Systems and PayPal helped a changing county reimagine digital payments.

Coconino County, AZ

Population: 134,421

Use Case: Local Property Tax

www.coconino.az.gov

“By offering more payment options, such as Venmo, PayPal, and digital wallets, we have become more accessible to our constituents.”

— SARAH BENATAR
Treasurer, Coconino County

Higher Efficiency, Better Customer Service

Coconino County is located in the north central part of Arizona. It includes both metropolitan and rural areas (like the Grand Canyon), which create a variety of public management needs.

The county needed a simplified payment solution that could increase accuracy, consolidate vendors, and simplify conflicting fees. It was important to streamline the process for customers paying taxes and court fees, while also providing highly responsive customer service. Making it easier for employees better navigate accounts was important too.

Empowering Departments with an All-In-One Solution

A solution provided by Value Payment Systems (VPS), featuring PayPal and Venmo, was able to meet all of Coconino's requirements in a single contract. By simplifying vendor management for the county, it became easier for their employees to better reconcile transactions, and provide highly responsive customer service.

At the same time, the VPS solution streamlined the process for customers paying multiple departments – from taxes to court fees. Constituents were offered more payment types in a consistent, user-friendly, and mobile-ready experience. All backed by VPS's highest level of customer service, with a commitment to resolve all issues within 24 hours, no matter how big or small.

Collection Rate Over 98%

Coconino County went live with VPS in June 2017. Since then, payments have increased, **delinquencies have decreased, and the overall collection rate is now over 98%.**

Constituents now experience a better payment and customer service experience, while providing the county flexibility to repurpose key funds to other key areas of need.

According to Benatar, “County staff now have more time to focus on other functions, improving the quality of customer service to our clients, and expanding options for departments. VPS has provided Coconino County with the tools, resources, knowledge, and ability to take our payment processing to the next level at little-to-no cost to the County.”

34%

Increase of PayPal payments
in Coconino County since
launching in 2017

About Value Payment Systems

Value Payment Systems (VPS), a leader in merchant services, provides payment solutions for the federal government, many state agencies, hundreds of cities and counties, and several educational institutions across the U.S. VPS' innovative products, unique pricing strategies, and no-cost solutions — including user adoption marketing — benefit both clients and payers. By partnering with PayPal, VPS is able to offer PayPal as a fast and secure way to make payments.

“VPS has been the easiest vendor we’ve worked with. The ease and user friendliness of the VPS online platform is outstanding... and the personal approach to all aspects of business has made our transition a seamless process.”

— SARAH BENATAR - Treasurer, Coconino County

About PayPal and PayPal Government Solutions

Fueled by a fundamental belief that access to financial services creates opportunity, PayPal is committed to democratizing financial services and empowering people, businesses, and governments to join and thrive in the global economy. Our open payments platform – including Braintree, Venmo, and Xoom – gives PayPal’s 300+ million active account holders the confidence to connect and transact in new and powerful ways, whether online, on a mobile device, in an app, or in person. Through a combination of technological innovation and strategic partnerships, PayPal creates better ways to manage and move money, and offers choice and flexibility when paying or getting paid. Today, PayPal powers payments for thousands of government agencies at the federal, state, and local levels, in the U.S. and around the world.

Learn more

For more information on how PayPal Government Solutions can help federal, state, and local agencies accept payments more quickly, easily, and securely, go to paypal.com/government.



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